

## Politeness Strategies in American: Movie Me Before You

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### Abstract

*This study aims to analyze politeness strategies and also the factors that exist in the film from America "Me Before You". This study uses a qualitative descriptive method, the reason the researcher chooses this method is because the researcher wants to describe the situation that will be observed in the field more specifically, transparently, and in-depth. The film me before you is the source of the research data carried out. The data was studied using the theory of politeness strategies by Brown and Levinson (1987). Based on the research findings and results, there are four politeness strategies applied in the film, namely positive politeness strategies, negative politeness strategies, bald on-record strategies, and off-record strategies (indirect). The film In Me Before You uses a lot of positive politeness strategies, usually, the difference in the realization of politeness strategies used in films is influenced by several factors, namely the genre of the film, the age of the characters, and the closeness between the characters. after analyzing this film, the researcher got 120 data on politeness strategies, positive politeness 79 data, negative politeness 20 data, bald on-record 16 data, and off-record 5 data. So from these data, the researcher can conclude that the data is divided into 66% positive politeness, 17% negative politeness strategy, 13% bald on-record strategy, and 4% off-record strategy.*

### Keywords

Politeness Strategies; factor; Movie; Me Before You; Pragmatic



## I. Introduction

Language is one of the important aspects of human life. People use language to communicate to each other. The goal of communication is to convey and understand the thoughts of each other. While communicating to each other it is important for the users of language to have the ability in perceiving utterances in communication and determine the actions followed (Agus Hidayat,2016). It is very important for the speaker to understand how to command someone in polite language. Polite language is very important in communication. It may be defined as taking account of the feelings of others (Holmes, 1992). The use of polite language in communication can be defined in a number of ways depends on variety factors, such as age, social distance, how well the speakers and the hearers know each other, and the context of situations (Nailah, 2016). Language is one of the most important things in the life of every human being. Each of them is of course inseparable from language, the first time a child gets a language that is heard directly from the father or mother when the child is born into this world. Then as time goes by and as the child grows, they will acquire a language other than the language taught by the mother and father, either in the form of a second, third, foreign language or so on which is called language acquisition where it depends on the social environment and cognitive level possessed by these children through the learning process in their environment. (Purba, N. et al. (2020).

Being polite, therefore consists of attempting to save face for another. Face refers to 'self-esteem' or respect that someone has to him or herself. The theory which is developed to save someone's face can be defined as politeness strategies (Goody, 1996). According to Brown and Levinson (1987), politeness in communication can be divided into four strategies. They are Bald on-record strategy, Negative politeness strategy, Positive politeness strategy, and Off-record indirect strategy.

Therefore, this study focuses on the politeness strategies used in American movie: *Me Before You*. There are three reasons why this study about politeness strategies is still freshly conducted. The politeness strategy used by a speaker can show the nearness and the strength of the relationship between the speaker and the hearer. The last, there are differentiations in politeness strategies usage which affected by several aspects, such as the age between the speaker and the hearer, the nearness, social relation, etc.

There are several researchers who used theory of pragmatic in the term of speech acts and politeness strategies. The following previous studies used theory of conversational implicature. Firstly, a previous study from Della and Sembiring in 2018 entitled "An Analysis of politeness strategies in "Sleeping Beauty" Movie Script. Secondly, a study about politeness strategies from Astuti in 2017 entitled "The Use of Politeness Strategies in The Conversation Between Ben and Whittaker and Jules Ostin in The Intern Movie".

Based on the previous study above the researcher are interested to analysed the politeness strategy in *Me Before You* movie. This research also beneficial for teachers and lecturers who teach about pragmatics especially about politeness strategies. This research provides deep analysis and theory about politeness strategies.

### **1.1 Research Question**

1. What are the function of politeness strategies used in *Me Before you* movie?
2. What are the factor of the politness strategies used In *Me before you* movie?

## **II. Research Method**

### **2.1 Pragmatics**

"Pragmatics is the study of speaker meaning," (Yule) It demands consideration of how speakers structure what they wish to say based on the audience, location, time, and circumstances. This definition specifies that the meaning must be interpreted in a certain context or context-specific sense. It demands consideration of how a speaker organizes what he intends to say, taking into account his audience, location, time, and circumstances. Attendees in the speech event, their interrelationships, their knowledge, their aims, and the social and physical location of the speech event are all considered context. Besides, pragmatics has some essential points. Using pragmatics to study language has a number of benefits. Yule (3) lists four benefits of utilizing pragmatics to analyze language. The first is that it is possible to discuss people's intended meaning, their assumptions, their purpose or objective in uttering particular utterances, and the actions they are undertaking when they speak.

Pragmatics is concerned with the application of the description of meaning. It is the study of language that emphasizes interaction sociolinguistics, which combines the conversation, with a pragmatic approach, study socio interaction, and assigning significance to context, functions, and social norms, conventions, and principles.

The researcher concludes from the preceding definition that pragmatics is the study of language that considers context in order to determine the true meaning.

the speaker's by their expression. Instead of focusing on grammatical structure, pragmatics stresses the investigation of the meaning of utterances. Pragmatics is the study of the capacity of natural language to communicate in additional languages than those explicitly expressed. Ordinary language, according to the philosophy of language, is a language spoken, written, or signed by humans for the general purpose of communication.

## **2.2 Politeness**

According to the study of pragmatics, politeness is a method utilized by the speaker to accomplish a number of objectives (Leech, 1983; Brown & Levinson, 1987). One of the aims of courtesy is to make all participants feel at ease and comfortable with one another. According to Yule (1996), politeness is the concept of social behavior that demonstrates good manners toward others in a given social setting.

The practical application of excellent etiquette or manner is politeness. Politeness is a system of interpersonal human communication aimed to promote connection by limiting the potential for conflict, contradiction, and confrontation inherent in any human interaction (p. 34). According to Leech (1983), "politeness is a sort of behavior establishment that preserves social harmony". This is the capacity of a participant to interact in an atmosphere of relative harmony. courtesy associated with the concept of face "A face is a person's public image; it represents the emotions of human connection." The firm of Brown & Levinson (1978).

There are two types of facial expressions: negative and positive. The fundamental claim to territory and personal preserves is negative face. Positive face is the positive, continuous self-image that includes the aspiration that this self-image be maintained. According to Brown & Levinson (1987), the concept of face is by nature universal, and there are a variety of utterances that tend to be acts known as Face Threatening Acts (FTA).

## **2.3 The Politeness Strategies of Brown and Levinson (1978)**

Politeness tactics are utilized by speakers to avoid ambiguity, make the listener feel comfortable, or avoid minimizing disfigurement and uncertainty of self-image caused by the Face Threatening Act. Brown & Levinson distinguish between bald on record, positive politeness, negative politeness, and off record (1978).

## **2.4 Bald on Record**

This strategy is related to Grice's Maxims (1975) To achieve the greatest advantage in communication, individuals should consider maxims of quality, quantity, relevance, and manner. Usually, the speaker delivers the opening statement. Utilized bald on record approach when attempting to perform FTA (Face Threatening Acts) with greatest effectiveness towards the face of the hearer. This tactic makes the listener feel uneasy. This technique has two sub-strategies in bald on record: sub-strategy of non-minimization of the threat employed in situations of urgency, and strategy of FTA oriented on bald-on-record usage, i.e. situations in which the speaker has greater power than the hearer (Brown & Levinson, 1987)

## **2.5 Positive Politeness**

Positive courtesy focuses on the positive face of the hearer. According to Brown and Levinson (1987), pleasant face is as essential to social interaction as the need to be

respected. Thus, the researcher concludes that positive politeness is focused at the positive face of the hearer in order to avoid ambiguity and achieve solidarity between speaker and hearer through friendship.

This method is comprised of two primary strategies: (1) claiming common ground and (2) conveying that the speaker and hearer are cooperating (Brown & Levinson, 1987).

#### Negative Courtesy

Negative courtesy is corrective action directed at the recipient's negative face. There are numerous variations of this tactic, including conventional indirect, gloomy, minimize the imposition, grant deference, apologize, imperative proclaim the FTA as a general rule, and nominalized (Brown & Levinson, 1987).

### 2.6 Off Record

Off record is intended to relieve the listener of some pressure. According to Brown and Levinson (1978), off the record permits the speaker to have one.

The interpretation of his behavior. There are various variations of this method, including presenting association cues, assuming, understating, overstating, using tautologies, contradiction, irony, metaphors, and rhetorical questions (pp. 211-227).

## III. Research Method

This study used the descriptive qualitative method. It is called descriptive qualitative because this research describes the realization of politeness strategies in the film *Me Before You*. The data source of this research is taken from the film: *Me Before You*. The researcher choose this film because this film has an interesting storyline to analyze and there are so many politeness strategies used in this film. This film has a different storyline from romance films in general, so it will be very interesting to see and analyze his politeness strategies based on these aspects. *Me Before You* is a 2016 romantic drama film directed by Thea Sharrock in her directorial debut and adapted by British writer Jojo Moyes from her 2012 novel of the same name. The film stars Emilia Clarke, Sam Claflin, Janet McTeer, Charles Dance, and Brendan Coyle. Set in the United Kingdom, the film is shot in historical locations across the country, including Pembroke Castle in Wales and Chenies Manor House in Buckinghamshire, England. Released on 3 June 2016 in the UK and North America. In this movie, Louisa Clark is a small-town girl who knows a lot about the people around her. Will is a quadriplegic man who hates everyone around him. Louisa is hired by Will's mum to take care of him for six months. Although they have a rocky start, their relationship grows over time, going from hate, to like, to love.

In collecting the data, the observation method was applied in this research. Data collection is how the writer collects the data. According to Narbuko & Achmadi (2010:70), observation is the tool to collect data which is done by observing and noting down systematically the phenomenon that is inquired. This observation was done in some steps as follows:

1. Browsing and downloading movies from YouTube and the internet web.
2. Watching the *Me before You* Movie and taking note of politeness strategies found in that movie.
3. Transcribing and classifying the data into politeness strategies based on Brown and Levinson theory of politeness strategy.

I use one method in this research to analyze the data. the method I use is a qualitative research method. By using this method, the research carried out has deeper meaning and information in understanding the actual situation. The data in this study were analyzed by

politeness strategies theories to have a deeper understanding of politeness strategies found in films.

## IV. Result and Discussion

This section presents and discusses the findings of politeness strategies that appeared in the movie *Me Before You*. Politeness strategy is considered as the strategies to save or to show awareness of another person's face. Based on the result of the study, all of the types of politeness strategies are used in *Me Before You* movie.

### 1. Bald on-record

*Me Before You* movie :

(01) Josie : It is not. It's simple.

Louisa : Mom...

Josie : No, don't be a part of this! It's no better than murder

(00:12:17 – 00:15:16)

As a result, the politeness strategy that is utilized in this speech is known as the bald on-record. If we look closely and analyze it more in this section, we can see that the mother, whose name is Josie, was completely honest with Louisa and told her that she did not agree with what she was doing and that it was not a great idea.

The factor that influences the politeness of the dialogue above is the characters in *Me Before You* movie has a less close correlation. It shows the relationship between friends. Furthermore, they are in a love relationship. It means they still have to recognize the hearer's face and understand the hearer. That is the reason why the most dominant politeness strategy used in this movie is positive politeness which focuses on recognizing and accepting the hearer's face and needs.

### 2. Negative Politeness

*Me Before You* movie :

(02) Customer : what about that one, then?

Louisa : 220, but it is less if you eat them standing up.

Customer : Ah!

Louisa : I think we should put them in a bag.

Customer : Yeah, I will put them down.

( 00:54:10 – 00:54:12)

If we examine the conversation that was just mentioned, we can come to the conclusion that it is part of the negative politeness strategy. This is due to the fact that the main character, Louisa, used the fence "I think," and it is also intended to prevent the impression of being given by showing respect that the main character is offended by the action. thought" is a word that conveys the aspiration to not have one's peace disturbed and to be liberated from one's responsibilities.

The factor that influences the politeness of the dialogue above is Power. Power also known as the right to do something because of one's position (Brown and Levinson, 1987). In *Me Before You* movie, the characters have weaker power because they are only in a love relationship, not a family or any other closer relationship. Although they also have the power to impose on each other So, it is important for them to use a positive politeness strategy.

### 3. Positive Politeness

Me Before You movie :

(03) Josie: (standing)

Bernard : Josie, love, Sit down please.. Lou's upset enough.

(00:28:13 – 00:30:09)

The politeness strategy used in this speech is positive politeness, if we examine it carefully here the most striking words are when Bernard tells Josie to stay seated, the use of the word used by Bernard shows that he is trying to avoid the impression of being offended by accentuating friendliness and also uses the words "...Love,..." which means the speaker tries to make the listener or Josie feel accepted and understood.

The factor that influences the politeness of the dialogue above is The genre of Me Before You movie is a romantic movie. From those facts, we can imply that in a romantic movie, the characters are in love or relationship. It means, they have to be more polite, respect and understand each other. That is why the most dominant politeness strategy in Me Before You movie is a positive politeness strategy.

### 4. The Off-record

Me Before You movie :

(04) Louisa : Sorry.. I didn't think..

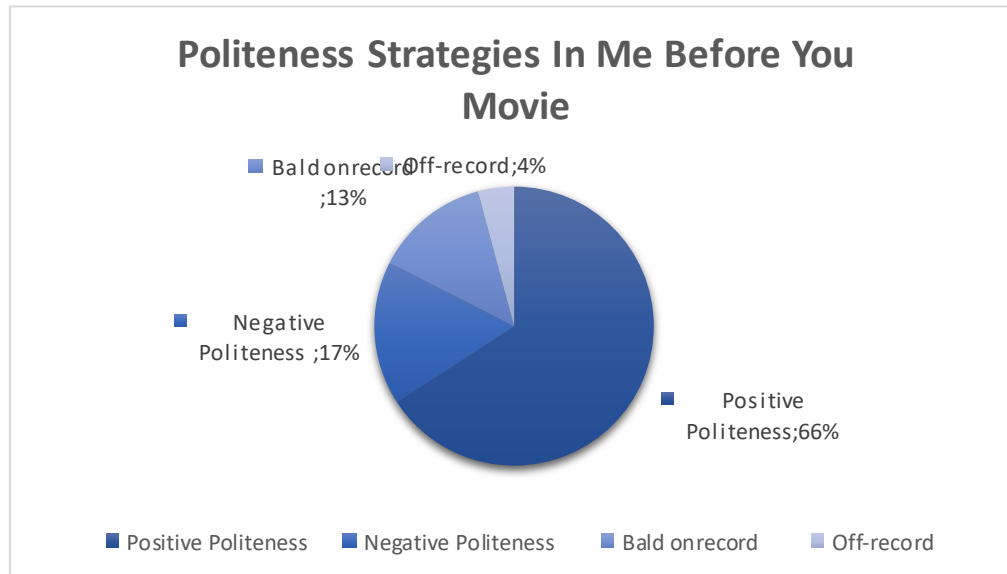
William : You thought you knew best. Well, I don't want those pictures staring at me every time I'm stuck in bed, waiting for someone to bloody get me out again. Okay?

(01:03:44 – 01:03:50)

The strategy of politeness utilized in this speech is an indirect tactic because the utterances shouted by William have meanings that are concealed from the audience. There are a lot of signs that point to it being an off-the-record conversation, such as avoiding specifically addressing the listener, speaking in a way that is unclear, and making contradictory statements. William would rather explain why he destroyed the photo than directly tell Louisa not to fix the photo frame, so he tells Louisa the reason why he ruined it.

The factor that influences the politeness of the dialogue above is The age of the characters in the movie also affected the use of politeness strategy in the movie. In Me Before You movie, the characters are teenagers or 20-year-old people. As a young person, especially in a love relationship, it is really important to understand the hearer's face. So, it is the reason why the characters in this movie dominantly used a positive politeness strategy.

## V. Conclusion



After research conducted in the finding and discussion section, it can be concluded that the use of positive politeness is 66%, negative politeness 17%, bald-on record is 13%, and off-record is 4%. From that we can know that the most politeness strategies use in the me before your movie is positive politeness.

From the data that has been obtained, we can conclude that the most frequently used politeness strategies are positive politeness. the use of positive politeness in the film me before you is caused by several factors such as the genre of the movies, the social distance between the speakers, age of the characters, power, and size of imposition.

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